



**Missouri Travel Barometer**  
**June 2015 Report**  
**(Data available as of 07/23/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**June Report Highlights**

**Lodging Statistics: 2015 Calendar Year to Date through May**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy while other states are showing stronger growth in ADR and RevPAR.

**Missouri Lodging:**

Demand up 3.9% -- Occupancy up 3.2% -- ADR up 4.5% -- RevPAR up 7.8%

**SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through April**

- For FY14, a 4.8% (\$543.2 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 5.2% increase (\$594.9 million) is indicated from preliminary reports on 17 SICs for Jan-Dec
- For CYTD15, a 7.5% (\$268.7 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-April

**Website Visits: 2015 Calendar Year to Date through June**

- Total web visits (main site and mobile visits) were up 31.9% for June CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 17.1% for June 2015 compared to June 2014

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through June**

- 103,400 responses for 2015 YTD – an increase of 52.6%
- Expansion Markets are showing the largest percentage of growth—158% YTD

**Welcome Center visits: 2015 Calendar Year to date through June**

- For CY 2015 the centers are down 16.92% for June CYTD compared to the same period in 2014
- For the month of June only compared to last June, there was a 16.95% decrease

**Commercial airport deplanements: 2015 Calendar Year to Date**

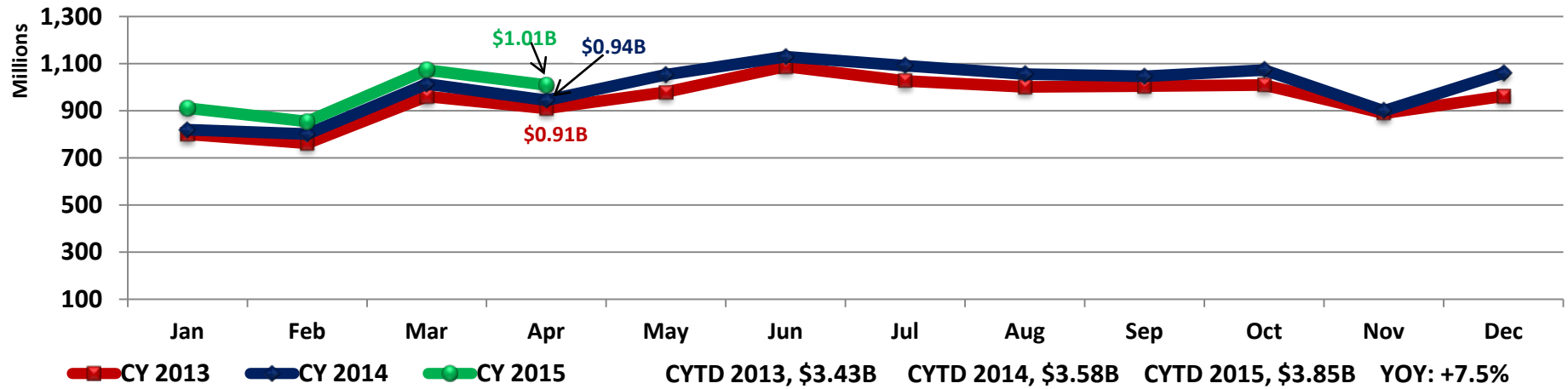
- Columbia up 30.2% for Jan – June 2015
- KC up 4.8% for Jan - May 2015
- St. Louis up 1.9% for Jan - June 2015
- All airports up 3.9% for Jan - April 2015

**nSight-Searches and Bookings on third-party travel websites**

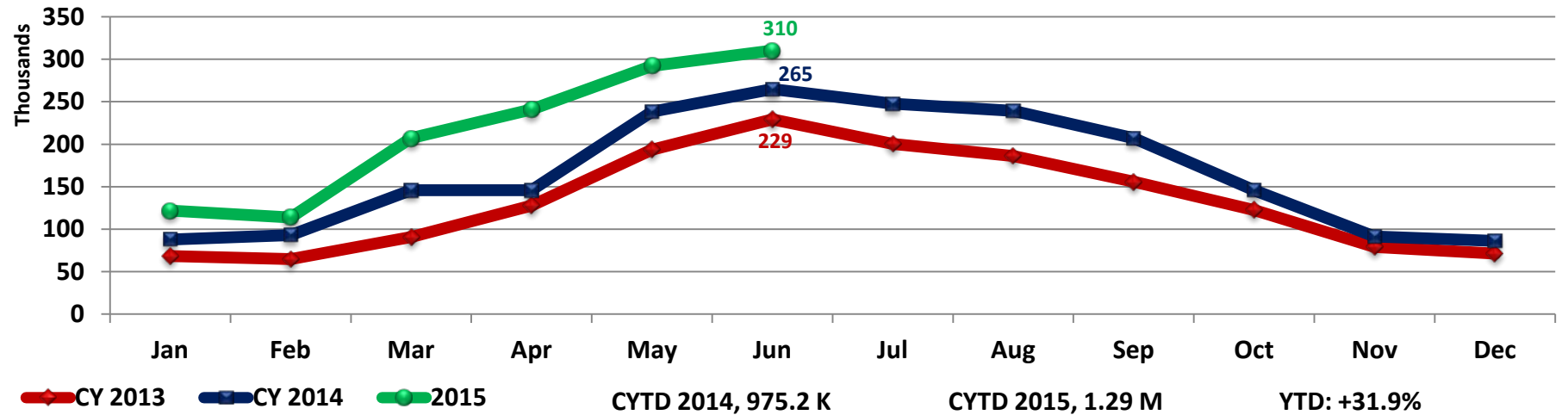
- Conversion for travel (Booking) to Missouri across third-party sites was up 19.2% for June YOY
- Bookings from Jacksonville were up 31%, Louisville up 22%, Memphis up 20% and Chicago up 18% for June YOY
- Top 5 booking international cities were Toronto, London, Buenos Aires, Munich and Berlin
- Volume for third-party travel site searches for July 1 – August 29 shows 12.85 million searches for Missouri

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

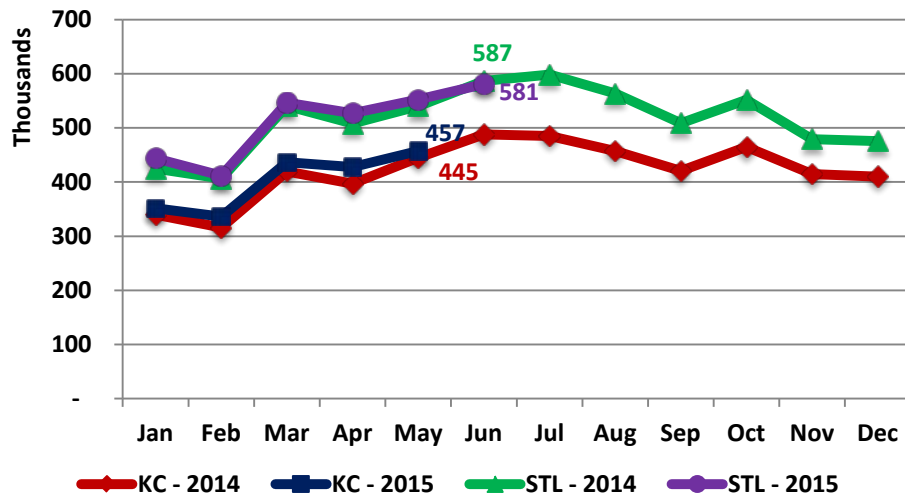
### Sales Revenue from 17 Tourism SICs



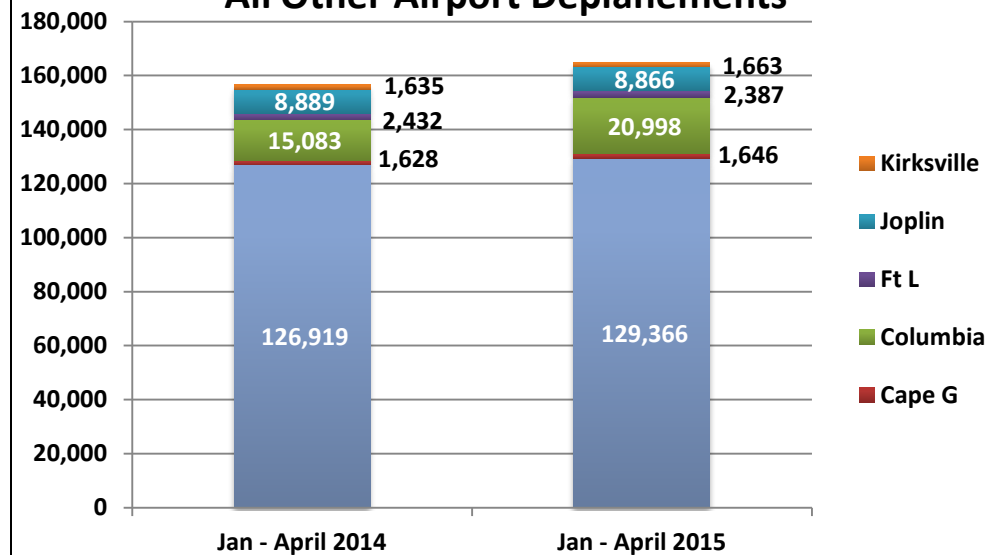
### Total Web Visits



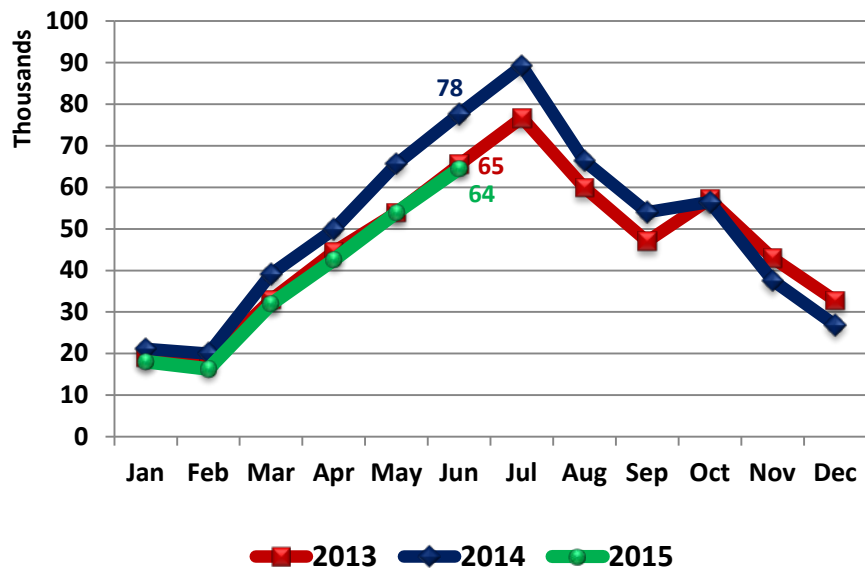
### KC & STL Airport Deplanements



### All Other Airport Deplanements



### Welcome Center Visitors



### Responses to MDT Advertising

